

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Media Strategies & Research/ POL
11350 Randon Hills Road, Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 706219 /		<u>Alt Order #</u>
<u>Product</u> McCaskill for Senate 2012 :30's		
<u>Contract Dates</u> 08/14/12 - 08/30/12	<u>Estimate #</u> 11609	
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u> Notarize Only		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	08/15/12	08/17/12	5-6a	5-6A		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--				3	\$375.00	0.00			
2	KSDK	08/15/12	08/17/12	6-7a	6-7A		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--				3	\$600.00	0.00			
3	KSDK	08/15/12	08/17/12	NBC Today 7-9A	7-9A		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--				3	\$600.00	0.00			
4	KSDK	08/18/12	08/18/12	Sat 6-7A	6-7A		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$335.00	0.00			
5	KSDK	08/18/12	08/18/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$525.00	0.00			
6	KSDK	08/19/12	08/19/12	Sun 6-7A	6-7A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$300.00	0.00			
7	KSDK	08/15/12	08/15/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$200.00	0.00			
8	KSDK	08/17/12	08/17/12	Noon News	12-1230p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$300.00	0.00			
9	KSDK	08/16/12	08/16/12	Days of Our Lives	1-2P		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$275.00	0.00			
10	KSDK	08/15/12	08/17/12	Ellen	3-4p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--				3	\$450.00	0.00			
11	KSDK	08/14/12	08/14/12	Jeopardy	430-5p		:30				NM	1	\$525.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 706219 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/14/12 - 08/30/12	<u>Product</u> McCaskill for Senate 201	<u>Estimate #</u> 11609
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$525.00	0.00			
N 12	KSDK	08/15/12	08/16/12	News 5 at Four	4-430P		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--11---				2	\$450.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSDK	08/13/12-08/19/12	News 5 at Four	4-430P	---WTh----	:30		\$450.00	0.00	NM		
	See MG 12.3												
	3	KSDK	08/30/12-08/30/12	News 5 at Four	4-430P	----Th----	:30		\$450.00	0.00	NM		
	Ⓜ MG for 12.2 08/16												
13	KSDK	08/14/12	08/17/12	NBC Nightly News M-F	530-6p		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1111--				4	\$1,200.00	0.00			
14	KSDK	08/18/12	08/18/12	News Channel 5 at 5P Sat	5-530P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$600.00	0.00			
15	KSDK	08/18/12	08/18/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$600.00	0.00			
16	KSDK	08/19/12	08/19/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$600.00	0.00			
17	KSDK	08/18/12	08/18/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$450.00	0.00			
18	KSDK	08/14/12	08/14/12	America's Got Talent	7-9p		:30				NM	1	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$4,950.00	0.00			
19	KSDK	08/16/12	08/16/12	Saving Hope	8-9P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$800.00	0.00			
20	KSDK	08/19/12	08/19/12	Dateline	6-7p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,000.00	0.00			
21	KSDK	08/15/12	08/17/12	LN (M-F)	10-1035p		:30				NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1-1--				2	\$1,650.00	0.00			
22	KSDK	08/19/12	08/19/12	LN (Su)	10-1035p		:30				NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,650.00	0.00			
Totals										0.00		35	\$28,185.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/19/12	34	\$27,735.00	\$23,574.75
08/27/12 - 08/30/12	1	\$450.00	\$382.50
Totals	35	\$28,185.00	\$23,957.25

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<u>Contract / Revision</u>	<u>Alt Order #</u>
706219 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/30/12	McCaskill for Senate 201	11609

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCaskill, C/ D/ Senate	08/27/12 / 08/27/12

Signature: _____ **Date:** _____

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